

# CASE STUDY

## GENELEC IN CONTROL AT NEW BECKHOFF HQ IN FINLAND



**Founded in 1980 Beckhoff Automation is a company that operates in sixty countries worldwide. The company is headquartered in Germany and its products are used in building and machine automation applications. Beckhoff Automation Oy was established in 2000 with a single employee and now has a staff of twenty. This growth is set to continue with the building of an impressive new headquarters near Helsinki that is more than three times the size of the company's existing building and incorporates the latest Beckhoff building automation systems and an audio system that features Genelec monitors in the large corporate meeting spaces.**

Beckhoff Automation Oy began life supplying components to the electronics, machine construction, wood and paper businesses located in southern Finland. In more recent times the company has seen its business expand more in the direction of automation systems and software solutions which has opened up new market segments for the company, including the renewable energy sector. Finnish customers are offered a comprehensive network of distribution, service and application support via its network of three offices, and from February 2015 its new headquarters in Hyvinkää. For Mikko Uuskoski, Managing Director of Beckhoff Automation Oy, the opening of the new building is a landmark in the development of the business: "We are now very well established in Finland and our new building provides a firm platform for our long term growth. The success of our business has been the staff

we employ and I know they are looking forward to the office move. We are going from 450m<sup>2</sup> of floorspace to 2000m<sup>2</sup> and are incorporating fully automated building control, a gym for staff use and cutting-edge conference room and presentation facilities. With all this investment we wanted the best possible audio system and being a fan of Genelec myself, I knew



where to turn when looking for loudspeakers for our conference room facilities.”

The new conference room facilities at Beckhoff Automation Oy are designed with versatility in mind and can be adapted for multi-purpose use. The large room can be split into three with removable walls that can be easily put into place depending on the size required. There are two 84” touchscreens that can be used for displaying content and the audio is supplied by Genelec 1238CF monitors with a QSC matrix managing the audio zones. Genelec worked closely with the client to ensure system design, planning, matrix user scenes, measurements and calibrations were perfect for the room. A series of ceiling mounted Genelec AIW26 Active In-wall loudspeakers blend seamlessly and unobtrusively into the room’s ceiling grid, providing unmatched low distortion, neutrality and high sound pressure capability performance.

Within the conference room space there are seven wall mounted Genelec 1238CF monitors. The 1238CF is the result of 35 years of experience in the design of powerful and accurate three-way systems together with state of the art AutoCal™ and Genelec Loudspeaker Manager (GLM™) control network technologies. GLM allows to automatically align every monitor on the network in terms of level, timing, and equalisation of room response anomalies. Typically flush mounted, the 1238CF features a large Directivity Control Waveguide (DCW™) which provides very precise on- and off-axis imaging even in challenging acoustic environments.



## KIT LIST

### OFFICE:

- 2 x 1238A

### MAIN MEETING ROOMS:

- 7 x 1238CF wall mounted
- 6 x AIW26 ceiling mounted
- 3 x 7271A ceiling mounted.

### LOBBY AND STAFF CAFETERIA:

- 7 x AIW26 ceiling mounted
- 1 x 7271 ceiling mounted

### THEATRE MEETING ROOM 7.1 SAM™ SYSTEM:

- 3 x 1238CF
- 4 x AIW26 ceiling mounted
- 2 x 7270A

## Genelec Oy

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